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# CONSUMER PURCHASES OF Selected Fruits and Juices

September 1959



CPFJ- 90

UNITED STATES DEPARTMENT OF AGRICULTURE

Agricultural Marketing Service

WASHINGTON D.C.

## PREFACE

This report presents estimated total household consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

November 1959

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

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CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES  
September 1959

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: The data in this report represent estimated total purchases :  
:by household consumers only and do not include those by hotels, :  
:restaurants, hospitals, or other institutional outlets. Data for:  
:single months are for 4-week periods (28 days) to permit compari-:  
:sons between periods of equal length. :

SUMMARY

Household consumers purchased about 14 percent more frozen concentrated orange juice in September 1959 than in the preceding month, and substantially more than in September a year earlier. The larger than usual seasonal gain in purchases over August reflected a greater proportion of families buying. Canned lemon juice and frozen concentrated lemonade were purchased in record volume for September; and substantial gains over a year earlier were reported for pineapple-grapefruit drink and shelf-pack orangeade. Purchases of the miscellaneous frozen concentrated juices dropped substantially from a year earlier. Canned single-strength juices were down about 10 percent, with a substantial drop reported for orange juice and moderately large declines indicated for both pineapple juice and prune juice. Fresh lemons were bought in moderately greater quantity than in September 1958, while both fresh oranges and fresh grapefruit were purchased in substantially greater volume.

Changes in the Consumer Purchase Reports: September 1959 completes a decade of financial cooperation between the Department of Agriculture and fruit industry groups in providing the data that appear in this series of reports. Beginning with October 1959, the Florida Citrus Commission, with help from the California Prune Advisory Board, will pay the entire cost of obtaining the consumer purchase data. The U. S. Department of Agriculture will continue to publish the reports as it has during the past 10 years. Purchase data for fresh lemons, lemon products, shelf-pack orangeade, and the detail for fresh oranges and grapefruit by area of production will not be obtained after September. On the other hand, information will be provided on purchases of canned fruit drinks other than the orangeade and pineapple-grapefruit drink presently reported.

CONCENTRATED JUICES AND ADES

Household consumers purchased 4.5 million gallons of frozen concentrated orange juice in 4 weeks of September 1959, an increase of 0.5 million gallons or 14 percent over the comparable 4 weeks in August, and a 29-percent gain over the abnormally small volume of a year earlier. <sup>1/</sup> In comparison, September

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<sup>1/</sup> Data in this report are for 28-day periods to facilitate comparisons.

1958 purchases were up about 7 percent from the preceding month, and the 1954-56 average September purchase was about 2 percent greater than the August average. Despite the rally which brought purchases to the highest level since January 1958, the September volume was only about 90 percent as great as the 3-year average for the month. About 27 percent of the Nation's families bought the product in September, a gain of more than 2 percentage points over the proportion buying in either the preceding month or in September 1958. Purchases by buying families averaged about 7 cans (6-ounce), only slightly more than in August, but a gain of one full can over the September 1958 family purchase. Retail prices at 22.1 cents per can were off 2.6 cents from a year earlier. Nevertheless, prices in September remained about a third higher than the 3-year average (tables 1 and 7, fig. 16).

In contrast to the gain in frozen orange juice, September purchases of other frozen concentrates dropped 22 percent to a 2-year low of 625,000 gallons. On the average, these juices retailed at 19.2 cents per 6-ounce can, a little more than in September 1958 (table 12).

Householders continued to buy frozen concentrated lemonade at a record pace in September. The 1.2 million gallons bought was well the largest reported for this month in the 8 years these data have been reported. Total volume for the season ending with September was 11 percent greater than in 1957-58, the previous high year. Buying averaged 5.4 cans (6-ounce) for the 10 percent of the Nation's families that purchased, a slight gain over September 1958 in the size of purchase and a gain of 2 percentage points in the proportion of families buying. Retail prices were up 0.7 cent from a year earlier to 10.9 cents per can (table 8).

Consumer buying of shelf-pack orangeade also continued heavy into September. The 156,000 gallons purchased was the largest quantity reported for any month since mid-1956. The gain over a year earlier was associated with more families buying, along with a larger average size of purchase per buying family. Retail prices at 18.9 cents per 6-ounce can were 0.2 cent higher than in September 1958 (table 9).

#### SINGLE-STRENGTH JUICES, ADES, AND DRINKS

Consumers held their purchases of chilled orange juice at the September 1958 level of 1.6 million gallons. Retail prices, however, were up 1.7 cents to 43.1 cents per quart, the highest reported in this 3-year series. September purchases averaged 3.7 quarts on a buying-family basis, with about 3 percent of the Nation's families making a purchase during the month (tables 2 and 13).

About 607,000 cases of canned orange juice were bought for home use in September 1959, 40 percent less than a year earlier. This volume, together with the 6 percent of the Nation's families that bought and the average purchase of 1.8 cans (46-ounce) per buying family, was among the lowest reported in these series extending back to 1949. Retail prices continued to rise, reaching a new high of 46 cents per can. A 4-ounce serving of canned orange juice cost consumers 4 cents, 0.3 cent more than the cost of a serving prepared from frozen orange concentrate (table 14).



September purchases of canned grapefruit juice, 647,000 cases, were down a little from the same month a year earlier. Purchases averaged about 2 cans (46-ounce) per family for the 6 percent of the Nation's families that bought. Retail prices, at 31.3 cents per can, were about 3 cents less than in September 1958 (table 15).

Household consumers continued to buy canned lemon juice in record volume. September purchases rose to a new high of about 100,000 cases for the month, a 52-percent gain over a year earlier, and the total volume for the season was about one-fifth greater than in 1957-58, the previous high year. Buying-family purchases averaged 3.8 cans (6-ounce) in September 1959, the highest ever recorded, and the proportion of families buying was well above a year earlier. Prices paid were up slightly to 10.5 cents per can (table 16).

Purchases of pineapple juice for home use declined to 964,000 cases in September, about 15 percent less than in the corresponding month of 1958. The proportion of families buying fell from about 11 to 9 percent, while the size of the average buying family's purchase held at about 1.9 cans (46-ounce). Retail prices declined to 30.9 cents per 46-ounce can, the lowest since November 1958 (table 17).

Consumers purchased about 530,000 cases of prune juice in September 1959, 14 percent less than a year earlier. Buying-family purchases averaged about 2.1 quarts compared with 2.3 quarts in September 1958, and there was some decline in the proportion of families buying. Retail prices, which held at the August level of 43.8 cents per quart bottle, were 9.5 cents higher than in September 1958 (table 19).

Less than 14 percent of the Nation's families bought tomato juice in September, the smallest proportion reported in the 10 years this series has been maintained. On the other hand, the average size of purchase per buying family rose to 2.2 cans (46-ounce), about the highest reported, and total purchases held at the September 1958 volume of 1.6 million cases. Retail prices averaged 26.6 cents per 46-ounce can, 2 cents less than a year earlier, and 4 to 20 cents less than prices paid for other single-strength juices (table 20).

The total quantity of the miscellaneous single-strength juices purchased, 1.6 million cases, was the same as in September 1958. Buying averaged about 1.8 cans (46-ounce) for the 17 percent of the Nation's families that purchased. The average price of 38.1 cents per can was about 2 cents higher than a year earlier (table 12).

September purchases of single-strength orangeade were also identical with the volume of a year earlier. Purchases averaged 2.5 cans (46-ounce) per buying family, with about 3 percent of the Nation's families making at least one purchase during the month. This product retailed at 29.6 cents per 46-ounce can, 0.6 cent more than in September 1958 (table 21).

Purchases of pineapple-grapefruit drink amounted to about 1 million cases in September, a 27-percent gain over the same month of 1958. The larger volume



was associated with a greater proportion of families buying the drink. The average buying family purchased 2.2 cans (46-ounce) at a price of 30.6 cents per can (table 18).

#### FRESH AND CANNED FRUIT

Close to a million boxes of fresh oranges were bought for home use in September, a gain of 44 percent over the same month of 1958. About 80 percent of the oranges purchased were produced in California-Arizona, and about 7 percent were grown in Florida. Most of the balance were not identified as to area of origin. Purchases of California-Arizona oranges increased about 47 percent, with the proportion of families buying rising from 11 to 16 percent, and the size of purchase up about 15 percent. There also were gains in purchases of Florida and unidentified oranges. Retail prices for all oranges averaged about 53 cents a dozen, 15 cents less than in September 1958. California-Arizona oranges, also at about 53 cents, were 17 cents cheaper, while Florida oranges were down about 6 cents to 52 cents a dozen (tables 3, 22-24, fig. 17).

September retail purchases of fresh grapefruit totaled about 273,000 boxes, more than 3 times the quantity bought a year earlier. About 40 percent of the grapefruit purchased was produced in California-Arizona, 25 percent was grown in Florida, and most of the balance was not identified by reporting consumers. The quantity of California-Arizona grapefruit bought was nearly 3 times that of a year earlier. Retail prices for this fruit averaged about \$1.12 per dozen, 42 cents less than in September 1958. Prices paid for Florida grapefruit, which began moving earlier than in 1958, averaged \$1.08 per dozen. Prices for unidentified grapefruit, \$1.22 per dozen, were down 33 cents from a year earlier (tables 25-27).

Retail purchases of canned grapefruit sections were off 14 percent from September 1958. The drop was associated with fewer families buying. Purchases were made at an average price of 20.6 cents per No. 303 can, a little more than was paid in September 1958 (table 28).

About 6 percent more fresh lemons were bought for home use in September 1959 than in the same month of 1958. Buying averaged nearly 1 dozen lemons for the 19 percent of the Nation's families that made a purchase during the month. Retail prices at 44.9 cents per dozen were about 2 cents higher than in September 1958 (table 29).

Table 1.--Concentrated juices and ades: Summary consumer purchases, percentage of families buying and average prices paid, September 1959 and 1958 (4-week period)

Commodity	Total purchases		Purchases per buying family				Percentage of families buying		Average prices paid		
			Number		Volume				Unit	1959 1958	
	1959	1958	1959	1958	1959	1958	1959	1958		1959	1958
	1,000	1,000									
	<u>gallons</u>	<u>gallons</u>	<u>Number</u>	<u>Number</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Percent</u>	<u>Percent</u>	<u>Ounces</u>	<u>Cents</u>	<u>Cents</u>
Frozen juices:											
Orange	4,509	3,490	2.1	2.1	20.1	17.4	26.9	24.0	6	22.1	24.7
Other	625	803	1/	1/	14.2	1/	1/	1/	6	19.2	1/
Total	5,134	4,293	2.3	2.4	19.2	16.7	29.1	27.4			
Frozen ades:											
Lemon	1,232	973	1.4	1.4	23.0	22.5	9.7	7.8	6	10.9	10.2
Lime	2/	1/	2/	1/	2/	1/	.6	1/	6	2/	1/
Shelf-pack orangeade	156	92	1.5	1.3	18.2	15.6	1.4	1.1	6	18.9	18.7

1/ Data not available. 2/ Too few purchases reported for analysis.

Table 2.--Single-strength juices, ades and drinks: Summary consumer purchases, percentage of families buying and average prices paid, September 1959 and 1958 (4-week period)

Commodity	Total purchases		Purchases per buying family				Percentage of families buying		Average prices paid		
			Number		Volume				Unit	1959 1958	
	1959	1958	1959	1958	1959	1958	1959	1958		1959	1958
	1,000	1,000									
	<u>gallons</u>	<u>gallons</u>	<u>Number</u>	<u>Number</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Percent</u>	<u>Percent</u>	<u>Ounces</u>	<u>Cents</u>	<u>Cents</u>
Chilled orange juice	1,602	1,600	3.2	3.3	36.7	38.9	3.4	3.2	32	43.1	41.4
	1,000	1,000									
	<u>cases</u>	<u>cases</u>	<u>Number</u>	<u>Number</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Percent</u>	<u>Percent</u>	<u>Ounces</u>	<u>Cents</u>	<u>Cents</u>
Canned juices:											
Orange	607	1,020	1.7	1.7	48.2	54.5	6.1	9.2	46	46.0	38.3
Grapefruit	647	664	1.5	1.6	61.8	58.6	5.7	6.1	46	31.3	34.1
Lemon	99	65	1.4	1.2	16.3	16.4	3.6	2.8	5 1/2-6	10.5	10.3
Prune	530	617	1.7	1.8	39.0	41.5	6.6	6.8	32	43.8	34.3
Pineapple	964	1,138	1.4	2/	61.8	2/	9.4	10.8	46	30.9	30.1
Tomato	1,569	1,596	1.6	1.5	62.1	58.0	13.9	15.6	46	26.6	28.5
Other	1,621	1,618	1.8	2/	45.6	2/	16.6	2/	46	38.1	36.2
Total	6,037	6,718	2.4	2/	51.1	2/	41.6	2/			
Single-strength orangeade	426	428	1.5	1.6	76.6	67.8	3.1	3.5	46	29.6	29.0
Pineapple-grapefruit drink	997	785	1.4	2/	71.7	2/	8.6	7.1	46	30.6	31.0

1/ Equivalent cases 24 No. 2 cans. 2/ Data not available.

Table 3.--Fresh and canned fruit: Summary consumer purchases, percentage of families buying and average prices paid, September 1959 and 1958 (4-week period)

Commodity	Total purchases		Purchases per buying family:				Percentage of families buying		Average prices paid per dozen	
			Number		Volume					
	1959	1958	1959	1958	1959	1958	1959	1958	1959	1958
	1,000 boxes	1,000 boxes	Number	Number	Units	Units	Percent	Percent	Cents	Cents
Fresh oranges:										
California-Arizona	762	517	1.9	2.0	11.6	9.6	15.9	10.6	52.9	70.3
Florida	64	55	1.7	1.8	13.1	11.5	1.1	1.1	51.5	57.5
Unidentified	107	79	1.3	1.3	10.8	10.8	3.4	2.4	53.1	61.8
Total 1/	948	660	1.9	2.0	11.6	9.9	19.4	13.3	52.9	67.8
Fresh grapefruit:										
California-Arizona	110	38	1.6	1.2	4.3	3.7	2.6	1.2	111.5	153.4
Florida	69	2/	1.4	2/	4.4	2/	1.7	.3	108.1	2/
Unidentified	89	32	1.4	1.7	3.9	3.2	2.7	1.0	121.6	154.2
Total 1/	273	81	1.7	1.6	4.2	3.4	6.4	2.3	114.0	155.3
Lemons	335	317	1.6	1.6	7.3	7.3	18.8	18.6	44.9	42.8
Limes	2/	3/	2/	3/	2/	3/	.4	3/	2/	3/
	1,000 cases 4/	1,000 cases 4/	Number	Number	Ounces	Ounces	Percent	Percent	Cents 5/	Cents 5/
Canned grapefruit sections	283	331	1.6	1.6	35.6	35.3	4.7	5.4	20.6	20.3

1/ Includes purchases of Texas fruit. 2/ Too few purchases reported for analysis. 3/ Data not available.  
4/ Equivalent cases 24 No. 2 cans...480 ounces per case. 5/ Price per No. 303 can.

Table 4.--Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1957 to date

Period 1/	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice		Chilled orange juice 2/		Total	
	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Oct.	750	1,526	2,871	4,037	620	724	328	296	4,569	6,583
Nov.	1,176	2,162	2,796	3,981	526	750	352	308	4,850	7,201
Dec.	2,474	3,039	2,513	3,649	469	595	314	295	5,770	7,578
Oct.-Dec.	4,749	7,343	8,794	12,557	1,721	2,218	1,058	983	16,322	23,101
Jan.	2,585	2,666	2,968	3,557	475	836	356	390	6,384	7,449
Feb.	2,623	2,670	3,016	3,401	484	809	378	396	6,501	7,276
Mar.	2,465	2,297	2,970	3,353	416	976	355	417	6,206	7,043
Oct.-Mar.	13,085	15,578	18,479	23,750	3,199	5,100	2,232	2,300	36,995	46,728
Apr.	2,466	1,884	2,980	3,090	440	937	346	395	6,232	6,306
May	1,976	1,686	2,768	3,030	389	893	343	386	5,476	5,995
Jun.	1,401	1,125	2,724	2,570	357	827	311	384	4,793	4,906
Oct.-Jun.	19,210	20,651	27,533	33,149	4,453	7,954	3,307	3,550	54,503	65,304
Jul.	992	801	2,640	2,519	373	796	323	315	4,328	4,431
Aug.	865	685	2,609	2,506	333	677	282	279	4,089	4,147
Sep.	948	660	2,962	2,677	364	635	285	294	4,559	4,266
Season	22,269	22,970	36,500	41,460	5,621	10,192	4,265	4,526	68,655	79,148

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Based on yield of canned single-strength orange juice.



Table 5.--Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1957 to date

Period 1/	Fresh grapefruit		Canned single-strength grapefruit juice		Canned grapefruit sections		Total	
	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Oct.	291	1,152	527	715	231	180	1,049	2,047
Nov.	1,243	1,726	495	667	194	164	1,932	2,557
Dec.	1,664	1,825	375	554	142	134	2,181	2,513
Oct.-Dec.	3,543	5,146	1,499	2,099	602	513	5,644	7,758
Jan.	2,105	2,000	446	722	158	199	2,709	2,921
Feb.	2,376	2,336	432	639	159	185	2,967	3,160
Mar.	2,178	2,193	505	596	144	159	2,827	2,948
Oct.-Mar.	10,749	12,266	3,007	4,209	1,107	1,091	14,863	17,566
Apr.	1,958	1,638	647	657	167	187	2,772	2,482
May	1,383	1,085	648	610	144	203	2,175	1,898
Jun.	774	496	523	560	168	209	1,465	1,265
Oct.-Jun.	14,992	15,656	4,943	6,161	1,631	1,745	21,566	23,562
Jul.	312	226	495	504	199	196	1,006	926
Aug.	200	137	481	508	196	183	877	828
Sep.	273	81	477	497	204	222	954	800
Season	15,961	16,128	6,533	7,794	2,291	2,393	24,785	26,315

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

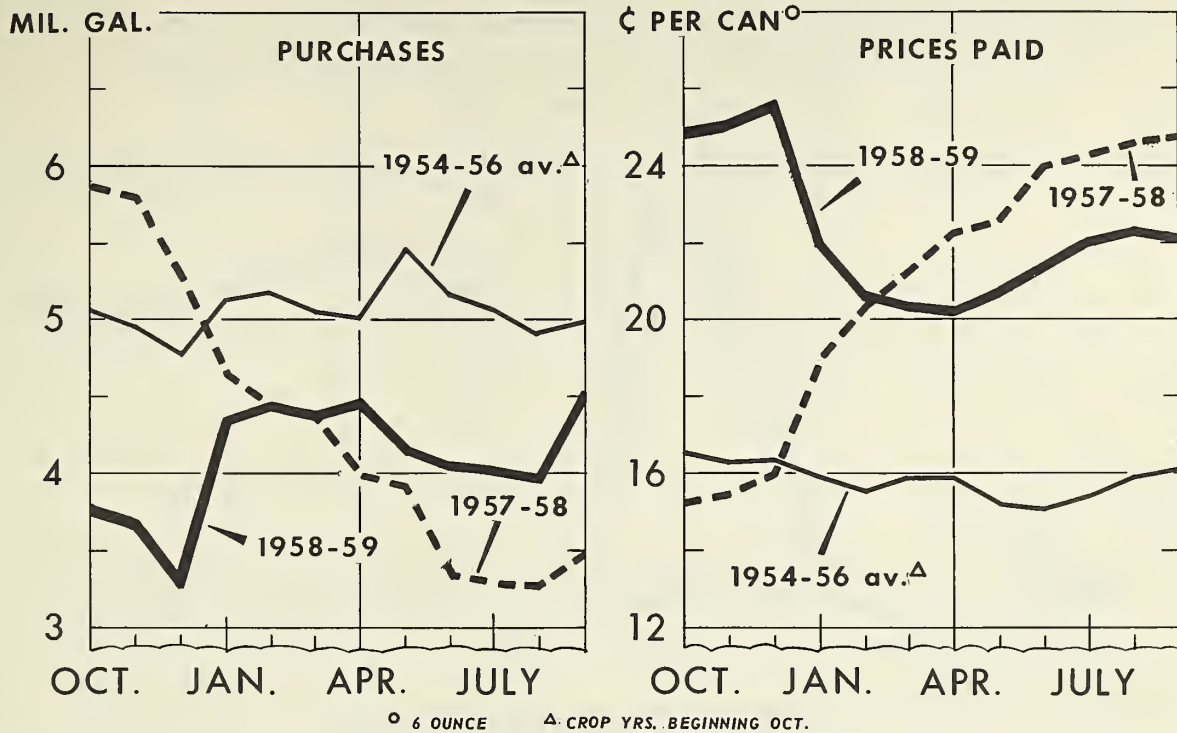
Table 6.--Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1957 to date

Period 1/	Fresh lemons		Lemon juice		Frozen concentrated lemonade		Total	
	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Oct.	248	259	61	49	99	88	408	396
Nov.	201	226	44	46	50	48	295	320
Dec.	203	243	55	52	41	43	299	338
Oct.-Dec.	703	790	168	161	196	188	1,067	1,139
Jan.	189	261	53	39	36	38	278	338
Feb.	220	242	53	48	36	40	309	330
Mar.	227	251	54	56	55	46	336	353
Oct.-Mar.	1,395	1,604	339	313	335	327	2,069	2,244
Apr.	296	295	58	57	111	92	465	444
May	393	363	102	70	311	235	806	668
Jun.	484	508	96	87	525	432	1,105	1,027
Oct.-Jun.	2,746	2,888	627	541	1,494	1,216	4,867	4,645
Jul.	530	585	129	116	571	588	1,230	1,289
Aug.	484	538	112	91	587	559	1,183	1,188
Sep.	335	317	102	67	260	205	697	589
Season	4,169	4,429	987	837	2,940	2,678	8,096	7,944

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

# FROZEN CONCENTRATED ORANGE JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 1

NEG. 6645-59(10) AGRICULTURAL MARKETING SERVICE

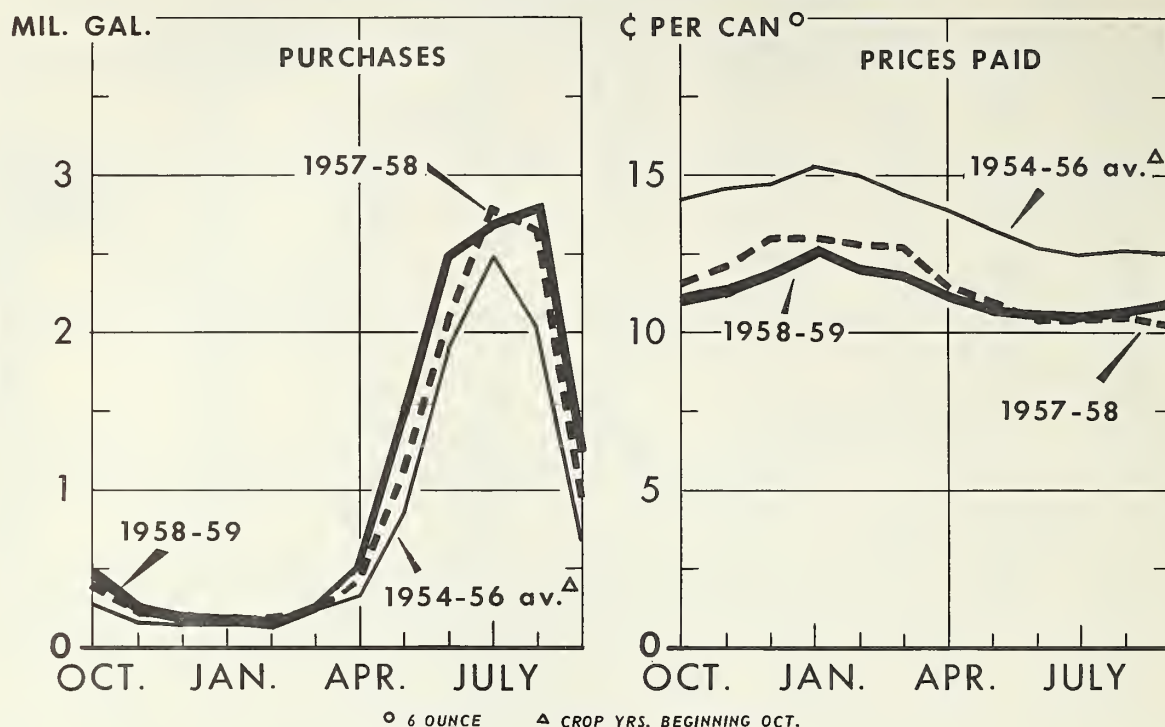
Table 7.--Frozen concentrated orange juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 6-oz. can		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	1958-59	1957-58	1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1954-55/ 1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	3,743	5,851	5,064	24.4	30.9	29.3	24.8	15.2	16.6
Nov.	3,646	5,770	4,955	24.1	31.2	28.6	25.0	15.4	16.3
Dec.	3,276	5,288	4,751	22.4	29.3	28.9	25.5	15.9	16.4
Oct.-Dec.	11,465	18,198	15,902						
Jan.	4,364	4,626	5,122	25.8	27.9	27.9	22.0	18.9	15.9
Feb.	4,436	4,423	5,179	26.2	28.0	28.3	20.5	20.3	15.5
Mar.	4,367	4,360	5,043	26.1	26.7	27.7	20.3	21.2	15.8
Oct.-Mar.	25,707	32,753	32,579						
Apr.	4,448	3,992	5,006	25.8	25.2	28.0	20.2	22.2	15.8
May	4,131	3,915	5,441	24.8	24.2	30.8	20.7	22.5	15.2
Jun.	4,066	3,320	5,147	25.9	23.5	30.3	21.3	23.9	15.1
Oct.-Jun.	39,221	44,896	49,479						
Jul.	4,018	3,284	5,061	24.5	22.9	29.7	22.0	24.2	15.4
Aug.	3,971	3,267	4,897	24.5	23.0	29.3	22.3	24.6	15.9
Sep.	4,509	3,490	4,987	26.9	24.0	28.6	22.1	24.7	16.1
Season	52,870	55,732	65,680					20.0	15.8

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

# FROZEN CONCENTRATED LEMONADE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 2

NEG. 6648-59 (10) AGRICULTURAL MARKETING SERVICE

Table 8.--Frozen concentrated lemonade: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 6-oz. can		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	1958-59	1957-58	1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1954-55/ 1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	467	415	275	3.8	3.6	3.8	11.0	11.5	14.2
Nov.	236	228	163	2.4	2.3	1.9	11.3	12.0	14.6
Dec.	192	203	147	2.0	2.4	1.9	11.9	12.9	14.7
Oct.-Dec.	930	891	626						
Jan.	171	181	150	1.9	2.3	2.1	12.6	12.9	15.2
Feb.	169	191	153	1.9	2.3	1.9	12.0	12.7	15.0
Mar.	261	216	217	2.6	2.1	2.8	11.8	12.6	14.4
Oct.-Mar.	1,587	1,548	1,188						
Apr.	528	434	320	4.4	4.7	3.5	11.2	11.4	13.9
May	1,472	1,115	846	11.2	8.8	8.5	10.7	10.8	13.2
Jun.	2,487	2,048	1,908	16.0	14.3	17.0	10.5	10.3	12.7
Oct.-Jun.	7,081	5,761	4,578						
Jul.	2,708	2,786	2,463	16.9	18.4	19.1	10.4	10.3	12.5
Aug.	2,780	2,651	2,035	15.8	16.9	16.0	10.6	10.4	12.6
Sep.	1,232	973	699	9.7	7.8	6.4	10.9	10.2	12.5
Season	13,933	12,691	10,171					10.6	12.9

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.



Table 9.--Shelf-pack orangeade: Consumer purchases, percentage of families buying, and average prices paid October 1956 to date

Period 1/	Purchases			Families buying			Prices paid per 6-oz. can		
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	2/	123	117	0.9	1.0	1.3	2/	17.2	16.9
Nov.	2/	2/	2/	.9	.8	.8	2/	2/	2/
Dec.	88	2/	87	1.0	.8	1.0	19.3	2/	17.3
Oct.-Dec.	306	342	304						
Jan.	2/	109	2/	.9	1.0	.9	2/	16.9	2/
Feb.	2/	106	2/	.8	1.0	.9	2/	17.0	2/
Mar.	104	96	2/	1.0	1.0	.8	19.3	17.6	2/
Oct.-Mar.	597	678	576						
Apr.	106	127	124	1.0	1.2	1.1	19.0	19.0	17.1
May	128	153	85	1.2	1.3	1.0	18.9	17.7	17.1
Jun.	138	144	107	1.4	1.6	1.1	18.8	17.9	17.0
Oct.-Jun.	1,008	1,147	920						
Jul.	126	148	114	1.2	1.4	1.3	18.8	17.8	16.9
Aug.	152	112	124	1.4	1.1	1.3	18.6	18.6	16.3
Sep.	156	92	2/	1.4	1.1	.8	18.9	18.7	2/
Season	1,483	1,516	1,277					17.8	17.0

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Too few purchases reported for analysis.

Table 10.--All frozen concentrated juices: Consumer purchases and percentage of families buying October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent
Oct.	4,544	6,478	5,608	27.7	32.9	30.9
Nov.	4,437	6,405	5,434	27.1	33.5	30.1
Dec.	3,983	5,936	5,243	25.3	31.9	30.7
Oct.-Dec.	13,918	20,232	17,541			
Jan.	5,006	5,408	5,692	28.1	30.9	29.7
Feb.	5,091	5,276	5,753	28.6	31.2	30.1
Mar.	5,057	5,181	5,652	28.8	30.0	29.6
Oct.-Mar.	30,305	37,466	36,129			
Apr.	5,204	4,876	5,574	28.6	28.9	29.9
May	4,871	4,685	6,057	27.6	27.6	32.9
Jun.	4,867	4,074	5,816	28.7	26.8	32.9
Oct.-Jun.	46,298	52,242	55,042			
Jul.	4,752	4,142	5,764	27.0	27.1	32.4
Aug.	4,641	4,096	5,533	27.6	26.5	31.6
Sep.	5,134	4,293	5,569	29.1	27.4	31.1
Season	62,137	65,799	73,323			

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

Table 11.--All canned single-strength juices: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases 2/			Families buying			Equivalent prices paid per No. 2 can		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	1958-59	1957-58	1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1954-55/ 1956-57
	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	7,188	7,462	6,911	46.3	50.1	46.6	15.0	13.5	13.4
Nov.	6,657	7,587	6,637	45.4	50.7	45.9	15.3	13.5	13.5
Dec.	6,049	6,576	6,418	42.9	47.1	46.0	15.6	13.8	13.7
Oct.-Dec.	21,403	23,255	21,563						
Jan.	6,876	7,850	7,156	46.5	50.9	47.2	15.5	13.4	13.5
Feb.	6,685	7,723	7,363	45.7	51.3	47.7	15.6	13.5	13.3
Mar.	6,950	8,185	7,420	46.6	52.0	49.0	15.3	13.7	13.3
Oct.-Mar.	43,615	49,130	45,404						
Apr.	7,155	7,963	7,343	46.8	51.5	48.2	15.0	13.9	13.3
May	6,772	8,090	7,406	45.2	51.4	48.2	15.1	13.9	13.3
Jun.	6,586	7,182	7,323	44.7	51.3	49.1	15.3	14.0	13.4
Oct.-Jun.	65,517	74,649	69,303						
Jul.	6,272	7,348	7,120	43.1	51.4	47.8	15.9	14.4	13.6
Aug.	6,137	7,066	6,754	41.2	47.6	47.6	15.7	14.4	13.6
Sep.	6,037	6,718	6,727	41.6	46.9	45.9	15.6	14.7	13.6
Season	85,716	97,402	91,509					13.9	13.4

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ 1956-58 adjusted to exclude pineapple-grapefruit drink. 3/ Equivalent cases 24 No. 2 cans...432 oz. per case.

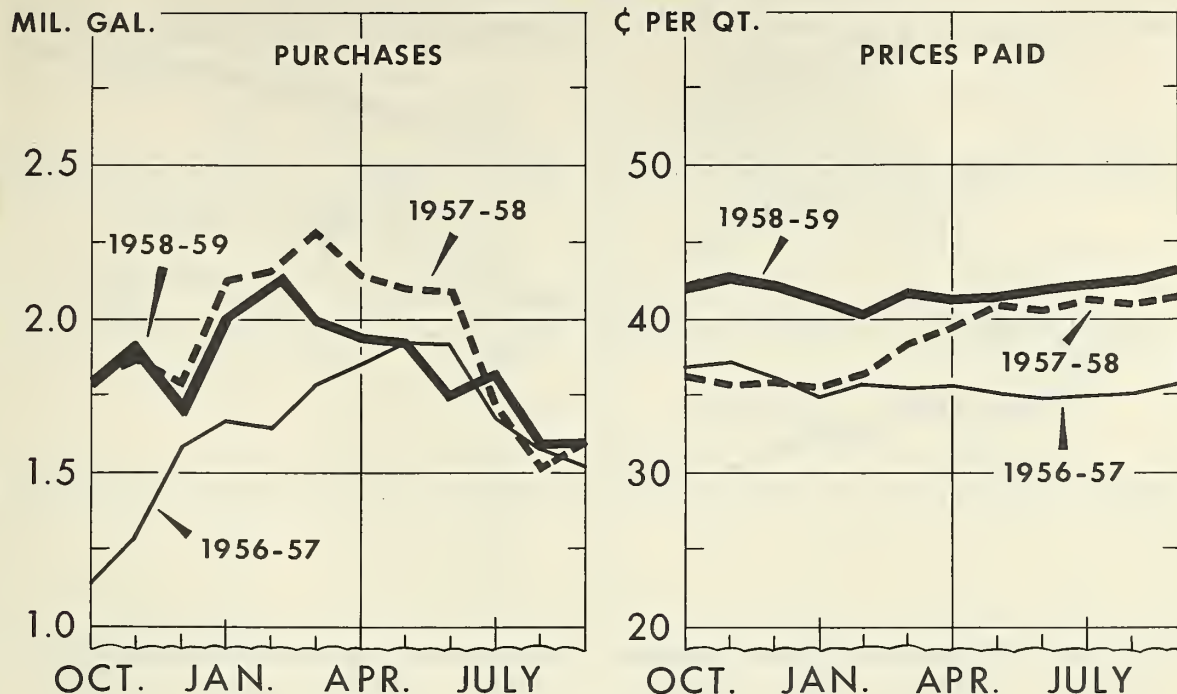
Table 12.--Frozen concentrated and canned single-strength juices not individually reported: Consumer purchases, October 1956 to date

Period 1/	Frozen concentrated juices 2/			Canned single-strength juices 3/		
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 cases 4/	1,000 cases 4/	1,000 cases 4/
Oct.	801	627	532	1,746	1,610	1,344
Nov.	791	635	450	1,712	1,439	1,293
Dec.	707	648	503	1,631	1,441	1,354
Oct.-Dec.	2,453	2,034	1,631	5,510	4,823	4,274
Jan.	642	782	578	1,845	1,652	1,440
Feb.	655	853	599	1,806	1,694	1,487
Mar.	690	821	633	1,807	1,924	1,519
Oct.-Mar.	4,598	4,713	3,599	11,441	10,564	9,131
Apr.	756	884	538	1,720	1,833	1,397
May	740	770	598	1,833	1,970	1,631
Jun.	801	754	673	1,804	1,926	1,583
Oct.-Jun.	7,077	7,346	5,565	17,259	16,781	14,104
Jul.	734	858	690	1,813	1,906	1,475
Aug.	670	829	621	1,698	1,737	1,475
Sep.	625	803	567	1,621	1,618	1,363
Season	9,267	10,067	7,609		22,469	18,743

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Excludes frozen concentrated orange juice. 3/ Excludes canned single-strength orange, grapefruit, lemon, pineapple, prune, and tomato juices. 4/ Equivalent cases 24 No. 2 cans...432 oz. per case.

# CHILLED ORANGE JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 3

NEG. 6646-59 (10) AGRICULTURAL MARKETING SERVICE

Table 13.--Chilled orange juice: Consumer purchases, percentage of families buying, and average prices paid, October 1956 to date

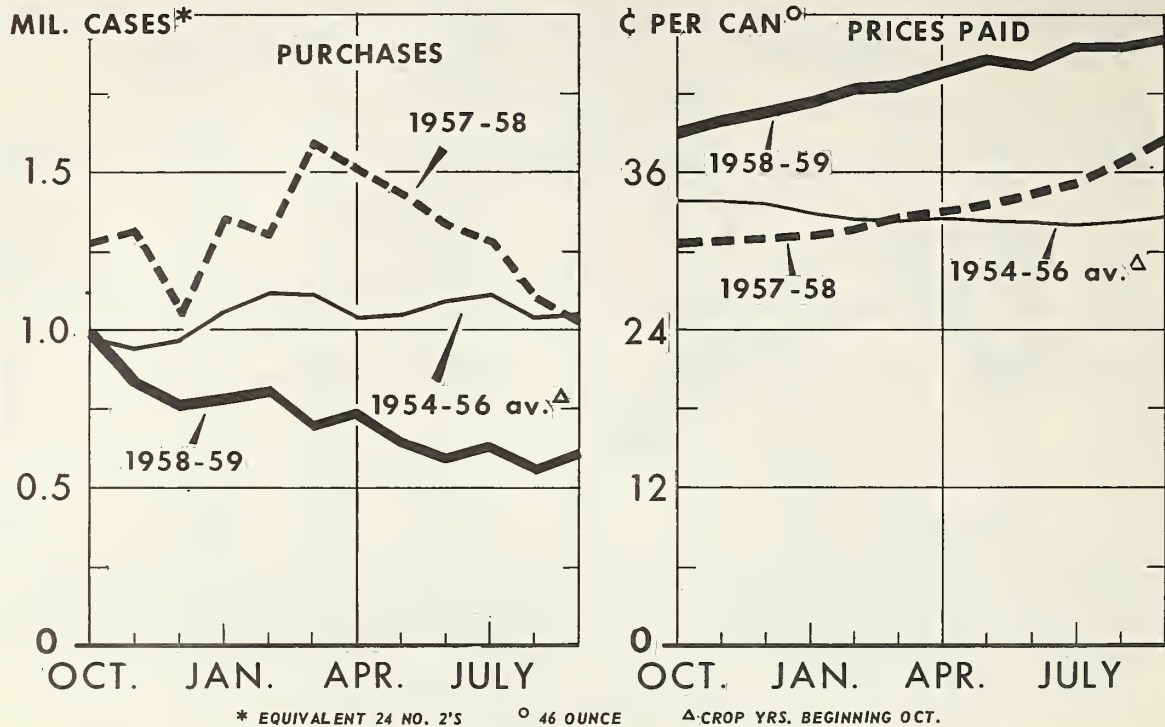
Period <sup>1/</sup>	Purchases			Families buying			Prices paid per quart		
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents <sup>2/</sup>	Cents <sup>3/</sup>	Cents <sup>3/</sup>
Oct.	1,782	1,794	1,146	3.6	3.5	3.0	41.8	36.3	36.8
Nov.	1,911	1,869	1,296	3.5	4.1	2.7	42.5	35.8	37.3
Dec.	1,706	1,786	1,579	3.4	3.5	3.3	42.1	35.9	36.1
Oct.-Dec.	5,749	5,958	4,398						
Jan.	2,002	2,129	1,666	4.4	4.3	3.2	41.2	35.4	35.0
Feb.	2,124	2,163	1,650	4.8	4.7	3.6	40.2	36.4	35.7
Mar.	1,993	2,277	1,794	4.4	4.8	3.4	41.6	38.4	35.5
Oct.-Mar.	12,343	13,153	9,968						
Apr.	1,942	2,147	1,858	4.1	4.4	3.6	41.2	39.6	35.6
May	1,925	2,099	1,937	4.1	4.2	3.5	41.4	40.9	35.2
Jun.	1,748	2,087	1,933	3.9	4.0	3.7	41.9	40.4	34.9
Oct.-Jun.	18,385	19,944	16,185						
Jul.	1,815	1,714	1,674	4.0	3.4	3.3	42.1	41.2	35.0
Aug.	1,585	1,516	1,574	3.5	3.3	3.1	42.4	41.0	35.1
Sep.	1,602	1,600	1,525	3.4	3.2	3.0	43.1	41.4	35.7
Season	23,765	25,247	21,347					38.4	35.5

<sup>1/</sup> Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. <sup>2/</sup> Price per actual quart. <sup>3/</sup> Price per equivalent quart.



# SINGLE-STRENGTH ORANGE JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 4

NEG. 6649-59 (10) AGRICULTURAL MARKETING SERVICE

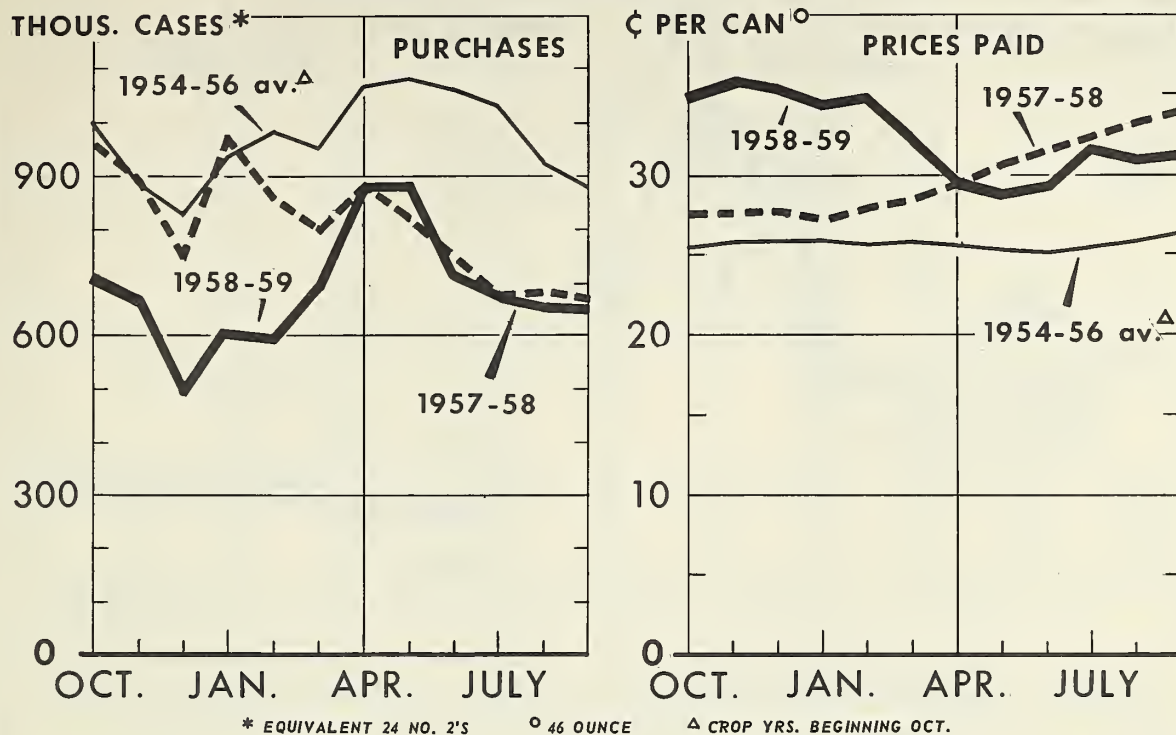
Table 14.--Single-strength orange juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date, and 3-year monthly average 1954-56

Period <sup>1/</sup>	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 cases <sup>2/</sup>	1,000 cases <sup>2/</sup>	1,000 cases <sup>2/</sup>	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	996	1,268	978	9.1	10.9	7.9	39.1	30.6	33.8
Nov.	846	1,313	944	8.4	11.5	8.0	39.9	30.7	33.8
Dec.	754	1,042	968	7.5	9.6	7.9	40.5	30.9	33.5
Oct.-Dec.	2,767	3,885	3,121						
Jan.	791	1,353	1,055	7.6	11.8	8.0	41.6	31.1	32.7
Feb.	806	1,309	1,118	8.0	11.0	9.1	42.2	31.7	32.3
Mar.	694	1,580	1,113	6.7	11.8	9.1	42.5	32.6	32.2
Oct.-Mar.	5,231	8,548	6,685						
Apr.	734	1,504	1,033	7.0	11.4	9.2	43.5	32.8	32.4
May	650	1,433	1,046	6.3	11.0	8.1	44.5	33.4	32.3
Jun.	596	1,328	1,087	6.2	11.0	9.0	44.0	34.3	32.2
Oct.-Jun.	7,324	13,129	10,120						
Jul.	623	1,277	1,110	6.3	10.4	9.9	45.4	35.2	32.0
Aug.	556	1,086	1,036	5.8	9.2	9.6	45.5	36.6	32.2
Sep.	607	1,020	1,044	6.1	9.2	9.5	46.0	38.3	32.5
Season	9,274	16,721	13,566					33.0	32.6

<sup>1/</sup> Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. <sup>2/</sup> Equivalent cases 24 No. 2 cans...432 oz. per case.

# SINGLE-STRENGTH GRAPEFRUIT JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 5

NEG. 6650-59(10) AGRICULTURAL MARKETING SERVICE

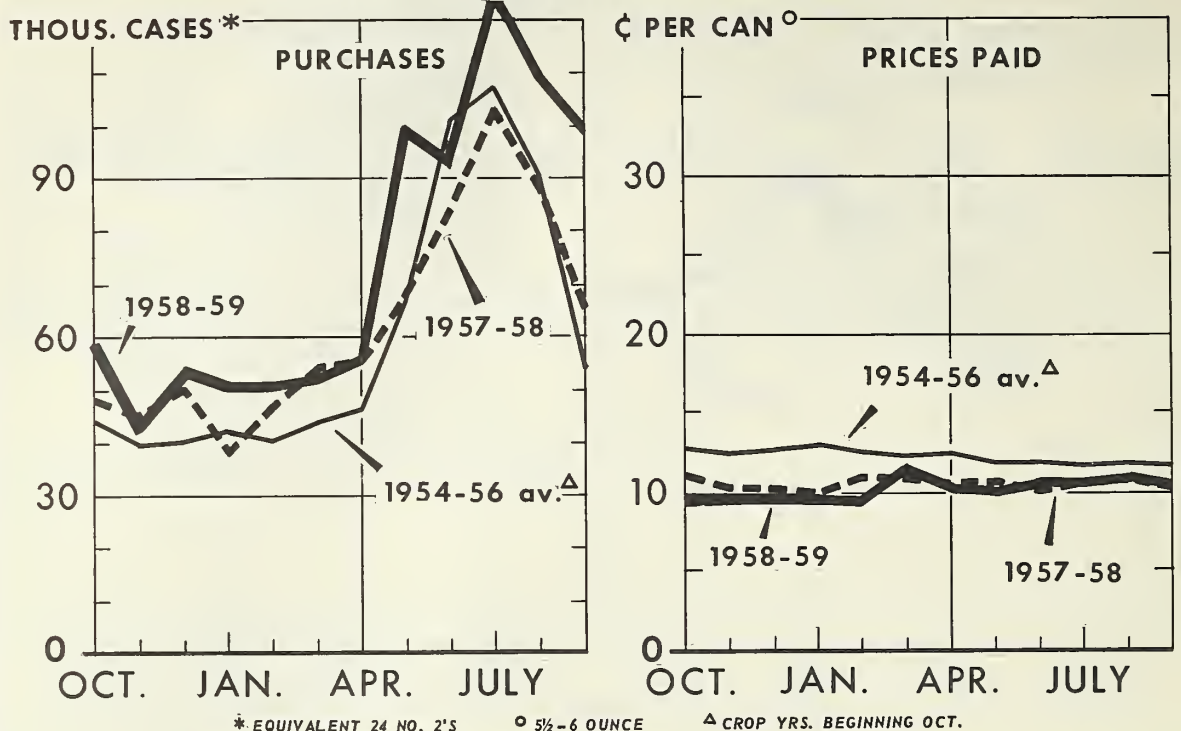
Table 15.--Single-strength grapefruit juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period <sup>1/</sup>	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 cases <sup>2/</sup>	1,000 cases <sup>2/</sup>	1,000 cases <sup>2/</sup>	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	706	959	1,015	6.6	8.1	8.0	35.0	27.4	25.6
Nov.	663	894	883	5.8	7.8	7.2	35.7	27.4	25.9
Dec.	502	743	824	5.1	6.6	6.6	35.6	27.6	25.9
Oct.-Dec.	2,007	2,814	2,927						
Jan.	609	967	938	5.8	8.5	7.9	34.5	27.3	25.9
Feb.	590	855	983	5.7	7.7	8.1	34.8	28.1	25.7
Mar.	689	798	950	6.5	6.9	7.3	32.4	28.4	25.9
Oct.-Mar.	4,064	5,639	6,037						
Apr.	880	879	1,069	7.3	7.8	8.3	29.6	29.5	25.7
May	882	815	1,083	7.5	7.4	8.1	28.8	30.4	25.4
Jun.	712	749	1,063	6.3	7.2	7.5	29.4	31.4	25.2
Oct.-Jun.	6,698	8,248	9,503						
Jul.	671	674	1,032	5.8	6.1	7.4	31.7	32.4	25.5
Aug.	652	679	922	5.7	6.6	7.2	31.0	33.3	25.9
Sep.	647	664	875	5.7	6.1	7.2	31.3	34.1	26.5
Season	8,856	10,431	12,557					29.5	25.7

<sup>1/</sup> Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. <sup>2/</sup> Equivalent cases 24 No. 2 cans...432 oz. per case.

# SINGLE-STRENGTH LEMON JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 6

NEG. 6651-59(10) AGRICULTURAL MARKETING SERVICE

Table 16.--Single-strength lemon juice: Consumer purchases, percentage of families buying, and average prices paid October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 5½-6-oz. can		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	59	48	44	2.4	2.2	2.2	9.7	11.1	12.8
Nov.	43	45	39	2.1	2.0	1.8	9.8	10.3	12.4
Dec.	53	50	40	2.2	2.3	2.0	9.8	10.3	12.7
Oct.-Dec.	163	156	137						
Jan.	51	38	42	2.2	1.9	2.1	9.8	10.0	13.1
Feb.	51	47	40	2.3	2.2	2.0	9.7	11.1	12.8
Mar.	52	54	44	2.4	2.3	2.5	11.5	11.0	12.4
Oct.-Mar.	329	304	274						
Apr.	56	55	46	2.6	2.6	2.3	10.4	10.4	12.5
May	99	68	67	3.7	3.1	2.9	10.1	10.6	12.0
Jun.	93	84	101	4.2	3.6	4.5	10.7	10.0	12.0
Oct.-Jun.	609	525	506						
Jul.	125	113	117	4.5	4.6	4.5	10.6	10.6	11.8
Aug.	109	88	90	3.9	3.5	3.4	11.0	10.7	11.9
Sep.	99	65	54	3.6	2.8	2.6	10.5	10.3	11.7
Season	959	812	786					10.5	12.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.



Table 17.--Pineapple juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	1958-59	1957-58	1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,201	1,248	1,352	11.6	12.2	12.5	30.5	29.6	27.9
Nov.	1,056	1,277	1,220	10.4	12.9	12.6	30.8	29.0	28.4
Dec.	997	1,121	1,174	9.7	11.0	12.4	32.0	29.3	28.4
Oct.-Dec.	3,501	3,886	4,027						
Jan.	1,056	1,264	1,285	10.4	12.1	12.5	31.9	29.3	28.1
Feb.	1,029	1,304	1,424	10.0	12.4	12.7	32.1	28.5	27.7
Mar.	1,079	1,297	1,400	10.4	12.4	12.9	32.2	29.1	27.5
Oct.-Mar.	6,929	8,046	8,507						
Apr.	1,066	1,172	1,388	10.6	11.8	12.5	32.5	29.6	27.4
May	926	1,368	1,312	9.3	12.6	11.2	32.1	29.0	27.7
Jun.	941	1,284	1,335	9.4	12.3	10.8	32.7	28.6	27.7
Oct.-Jun.	10,046	12,164	12,878						
Jul.	836	1,239	1,253	8.7	12.1	11.7	33.4	29.5	28.0
Aug.	1,007	1,345	1,251	9.2	12.2	10.2	31.4	29.1	28.0
Sep.	964	1,138	1,248	9.4	10.8	9.9	30.9	30.1	28.1
Season	13,113	16,174	16,906					28.5	27.9

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

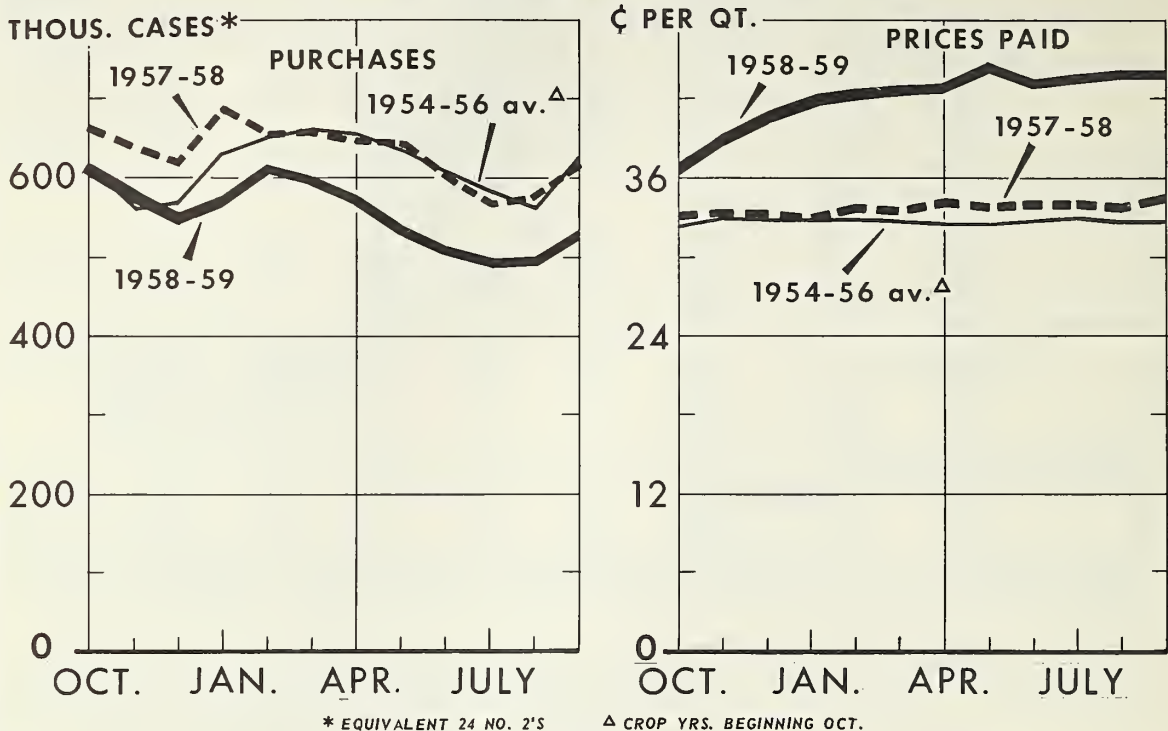
Table 18.--Pineapple-grapefruit drink: Consumer purchases, percentage of families buying, and average prices paid October 1956 to date

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	935	718	276	8.5	6.8	2.8	30.0	29.8	28.0
Nov.	997	599	232	9.1	6.0	2.2	29.4	30.4	28.2
Dec.	862	471	186	7.5	5.0	2.4	30.0	31.1	28.6
Oct.-Dec.	2,978	1,911	764						
Jan.	1,026	585	272	8.9	5.9	2.8	30.3	30.4	29.2
Feb.	1,169	748	309	9.9	6.9	3.4	29.7	29.6	29.2
Mar.	973	755	423	8.6	6.9	3.9	30.5	29.4	29.3
Oct.-Mar.	6,433	4,183	1,850						
Apr.	1,000	621	443	8.5	6.3	4.4	30.5	30.9	29.2
May	1,079	808	549	9.4	7.3	5.7	29.9	30.2	27.9
Jun.	963	1,068	671	8.1	9.2	7.6	30.3	29.1	27.7
Oct.-Jun.	9,701	6,890	3,630						
Jul.	956	973	813	8.4	8.8	7.1	30.9	29.6	28.1
Aug.	1,071	919	828	8.4	8.6	7.1	30.3	29.9	28.4
Sep.	997	785	610	8.6	7.1	6.1	30.6	31.0	29.3
Season	12,970	9,794	6,024					30.0	28.5

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

# PRUNE JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 7

NEG. 6652-59 (10) AGRICULTURAL MARKETING SERVICE.

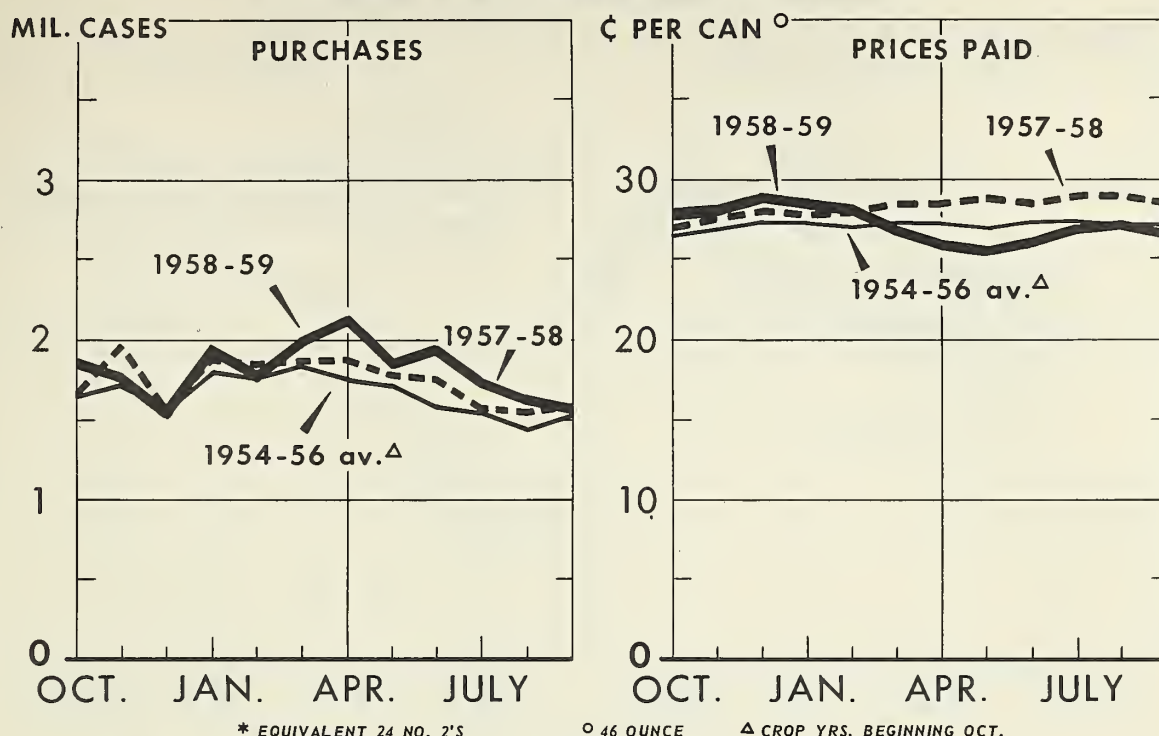
Table 19.--Prune juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per quart		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	613	666	615	7.1	7.7	8.1	36.7	33.0	32.3
Nov.	578	634	562	7.0	7.4	7.6	38.9	33.2	32.8
Dec.	552	619	569	6.7	7.3	7.6	40.5	33.1	32.7
Oct.-Dec.	1,859	2,047	1,872						
Jan.	572	684	629	7.1	7.7	7.8	42.0	32.9	32.7
Feb.	608	655	651	7.3	7.5	7.6	42.3	33.6	32.7
Mar.	596	659	660	6.9	7.6	8.9	42.6	33.4	32.6
Oct.-Mar.	3,768	4,205	3,972						
Apr.	572	644	653	6.9	7.4	8.0	42.9	34.0	32.4
May	536	642	636	6.3	7.0	7.4	44.2	33.7	32.4
Jun.	507	600	603	6.0	6.7	7.2	43.2	33.9	32.6
Oct.-Jun.	5,477	6,200	6,011						
Jul.	492	566	585	6.3	6.8	7.2	43.4	33.9	32.9
Aug.	494	577	566	6.1	6.5	7.0	43.8	33.8	32.7
Sep.	530	617	623	6.6	6.8	7.8	43.8	34.3	32.7
Season	7,148	8,091	7,923					33.6	32.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

# TOMATO JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 8

NEG. 6653-59 (10) AGRICULTURAL MARKETING SERVICE

Table 20.--Tomato juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

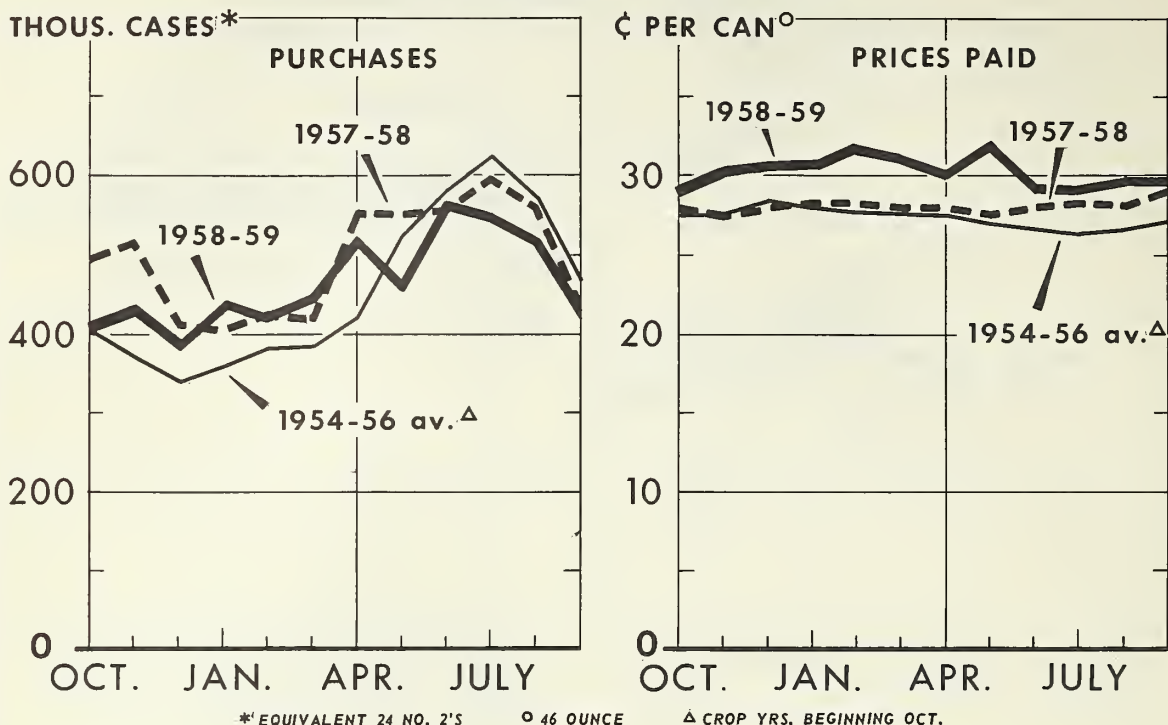
Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	1958-59	1957-58	1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,867	1,663	1,640	17.0	16.5	16.3	27.8	27.0	26.5
Nov.	1,759	1,985	1,720	16.3	20.9	16.8	28.1	27.5	26.9
Dec.	1,560	1,560	1,582	15.9	16.1	16.8	28.9	28.0	27.4
Oct.-Dec.	5,596	5,644	5,390						
Jan.	1,952	1,892	1,818	18.1	18.8	17.8	28.5	27.7	27.4
Feb.	1,795	1,859	1,773	17.6	18.1	18.2	28.0	27.9	27.0
Mar.	2,033	1,873	1,846	18.1	18.1	19.2	26.9	28.5	27.3
Oct.-Mar.	11,853	11,824	11,282						
Apr.	2,127	1,876	1,755	18.5	18.6	18.9	26.0	28.5	27.2
May	1,846	1,794	1,715	16.0	17.4	18.1	25.6	28.7	27.0
Jun.	1,933	1,751	1,593	16.9	17.1	17.3	26.1	28.5	27.4
Oct.-Jun.	18,104	17,602	16,772						
Jul.	1,712	1,573	1,553	15.0	17.2	16.1	26.9	29.1	27.5
Aug.	1,621	1,554	1,449	14.2	14.5	16.1	27.1	29.0	27.3
Sep.	1,569	1,596	1,536	13.9	15.6	16.1	26.6	28.5	27.2
Season	23,491	22,704	21,657					28.2	27.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.



# SINGLE-STRENGTH ORANGEADE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 9

NEG. 6647-59(10) AGRICULTURAL MARKETING SERVICE

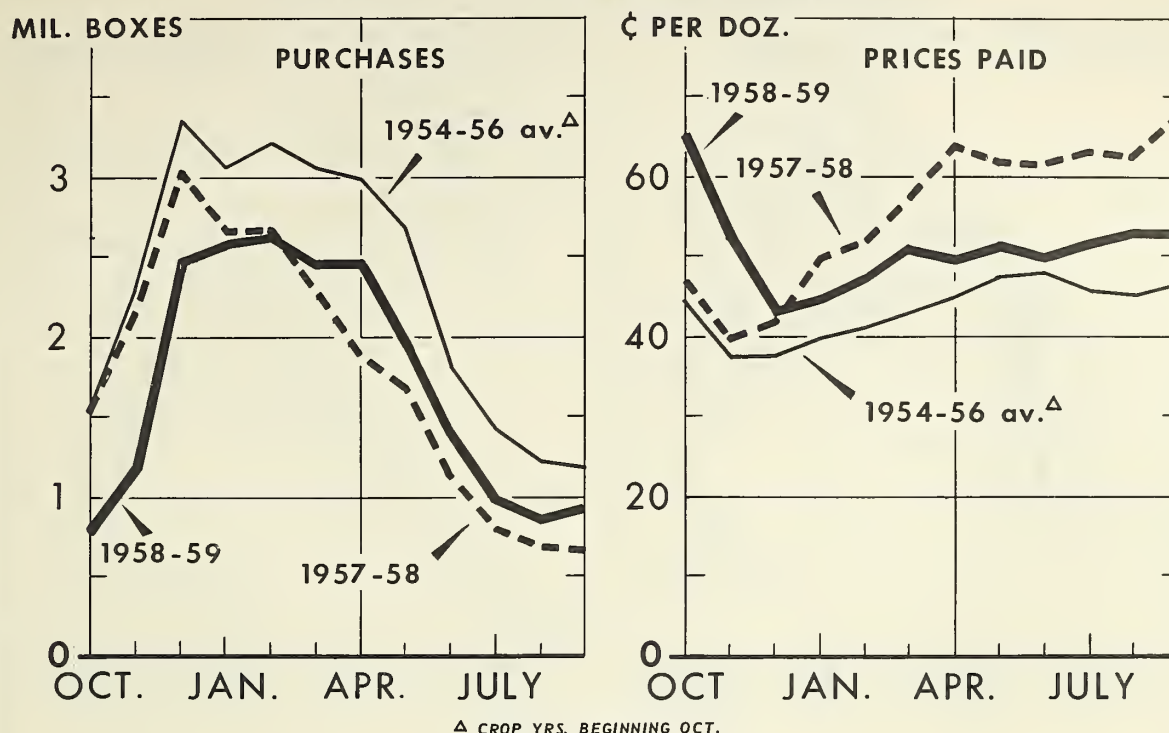
Table 21.--Single-strength orangeade: Consumer purchases, percentage of families buying and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	cases 2/	cases 2/	cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	408	494	403	3.1	3.9	3.4	29.3	28.0	27.5
Nov.	431	518	373	3.4	3.6	3.4	30.1	27.5	27.5
Dec.	390	412	340	2.8	3.0	2.9	30.5	27.9	28.2
Oct.-Dec.	1,304	1,514	1,190						
Jan.	440	402	359	3.5	2.9	2.6	30.6	28.2	28.0
Feb.	421	424	383	3.3	3.2	3.2	31.5	28.2	27.8
Mar.	444	417	385	3.7	3.2	3.2	31.0	27.8	27.7
Oct.-Mar.	2,691	2,867	2,422						
Apr.	517	553	420	4.0	4.4	3.4	30.3	27.9	27.5
May	461	550	524	3.6	3.7	4.2	31.7	27.4	27.0
Jun.	568	553	581	4.2	4.1	4.8	29.4	27.8	26.6
Oct.-Jun.	4,409	4,678	4,069						
Jul.	542	594	621	3.9	4.6	4.4	29.2	28.1	26.3
Aug.	513	559	572	4.0	4.0	4.4	29.7	28.0	26.6
Sep.	426	428	466	3.1	3.5	3.4	29.6	29.0	27.1
Season	5,959	6,358	5,875					28.0	27.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

# ALL FRESH ORANGES

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 10

NEG. 6655-59(10) AGRICULTURAL MARKETING SERVICE

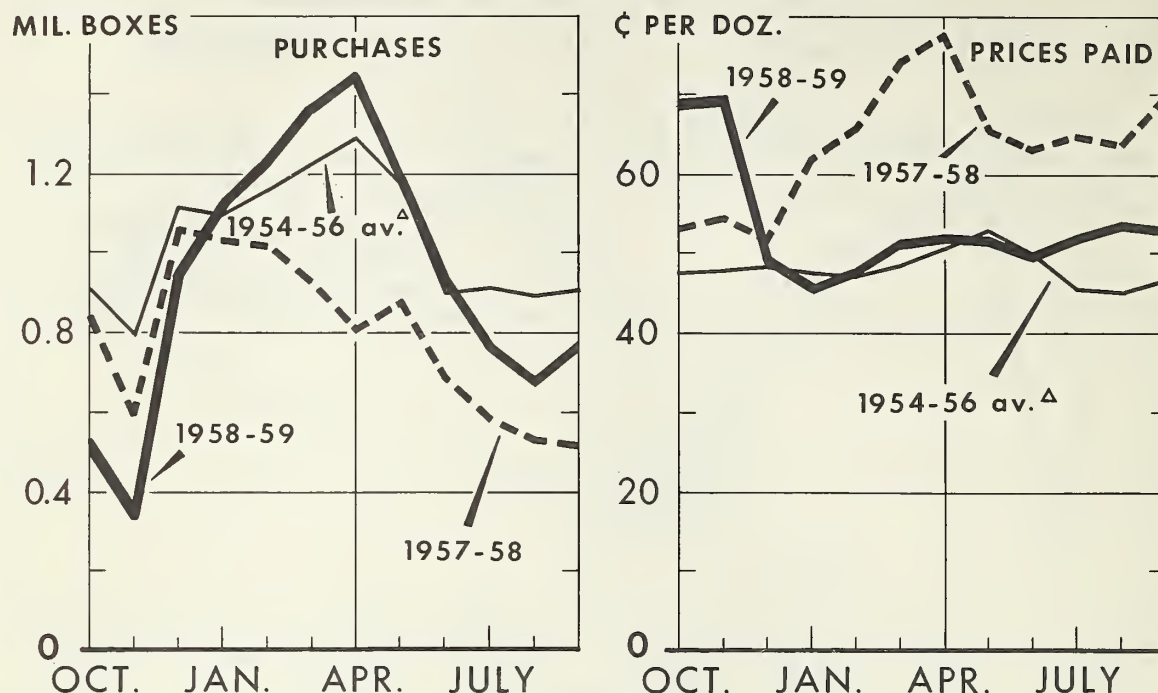
Table 22.--Fresh oranges, all areas: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	750	1,526	1,506	16.3	29.0	25.7	64.7	46.9	44.2
Nov.	1,176	2,162	2,276	26.3	36.8	37.7	52.3	39.8	37.5
Dec.	2,474	3,039	3,360	44.8	48.1	47.5	43.4	41.6	37.9
Oct.-Dec.	4,749	7,343	7,900						
Jan.	2,585	2,666	3,060	41.8	41.2	43.4	44.6	49.5	39.9
Feb.	2,623	2,670	3,214	42.8	44.0	43.7	46.6	51.9	40.9
Mar.	2,465	2,297	3,059	40.5	39.7	42.0	50.1	56.8	43.0
Oct.-Mar.	13,085	15,578	15,167						
Apr.	2,466	1,884	2,986	38.2	33.7	42.8	49.9	63.7	44.8
May	1,976	1,686	2,682	34.5	32.1	39.8	51.2	62.0	47.4
Jun.	1,401	1,125	1,801	27.5	24.2	33.6	49.8	61.5	47.8
Oct.-Jun.	19,210	20,651	26,025						
Jul.	992	801	1,422	19.9	17.0	25.8	51.6	62.8	45.4
Aug.	865	685	1,207	16.9	14.9	21.2	53.1	62.3	45.2
Sep.	948	660	1,170	19.4	13.3	20.8	52.9	67.8	46.2
Season	22,269	22,970	30,113					52.2	42.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

# FRESH CALIFORNIA-ARIZONA ORANGES

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 11

NEG. 6656-59 (10) AGRICULTURAL MARKETING SERVICE

Table 23.--Fresh oranges, California-Arizona: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

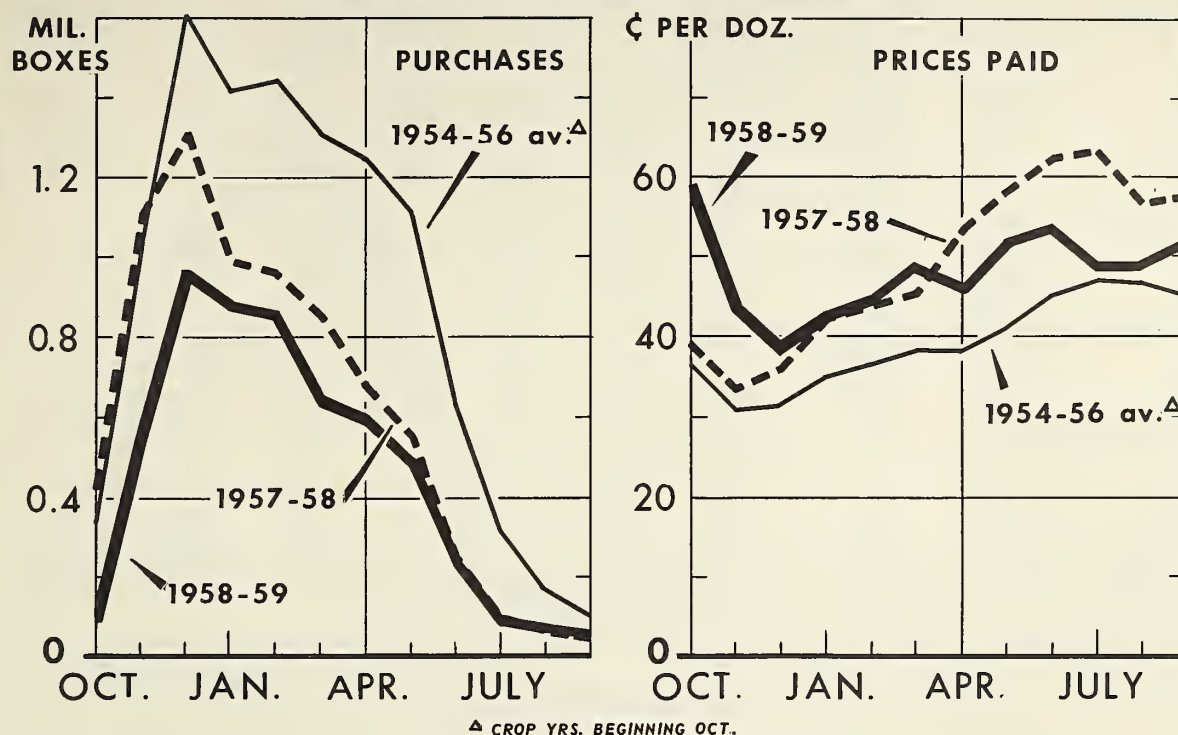
Period <sup>1/</sup>	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	boxes	boxes	boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	525	842	912	11.6	17.8	18.9	68.4	53.1	47.7
Nov.	338	593	799	9.8	13.9	18.2	69.2	54.4	47.8
Dec.	947	1,060	1,114	23.6	24.0	24.3	48.9	51.9	48.3
Oct.-Dec.	1,894	2,701	3,083						
Jan.	1,131	1,031	1,092	22.5	21.4	20.1	45.7	61.9	47.8
Feb.	1,221	1,017	1,159	23.4	21.6	20.5	47.9	65.8	46.9
Mar.	1,374	922	1,227	26.2	20.3	21.4	51.4	74.5	48.5
Oct.-Mar.	5,935	5,924	6,865						
Apr.	1,435	803	1,291	25.8	18.5	23.6	52.1	77.7	50.7
May	1,195	872	1,176	24.3	21.2	22.8	51.8	65.6	53.0
Jun.	932	685	900	20.6	17.6	21.7	49.8	62.9	50.1
Oct.-Jun.	9,700	8,515	10,453						
Jul.	770	587	914	16.2	13.4	19.0	51.9	64.8	45.5
Aug.	676	529	889	13.8	11.9	16.7	53.5	64.0	45.3
Sep.	762	517	908	15.9	10.6	17.0	52.9	70.3	46.6
Season	12,101	10,280	13,393					63.2	48.3

<sup>1/</sup> Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.



# FRESH FLORIDA ORANGES

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 12

NEG. 6657- 59 (9) AGRICULTURAL MARKETING SERVICE

Table 24.--Fresh oranges, Florida: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	85	427	337	2.1	9.0	3.9	58.8	39.0	36.3
Nov.	545	1,114	1,043	11.8	18.4	16.4	43.5	33.4	30.9
Dec.	964	1,310	1,609	15.7	18.7	20.3	38.6	35.9	31.5
Oct.-Dec.	1,764	3,135	3,343						
Jan.	879	991	1,419	15.2	14.4	19.2	43.1	42.0	34.7
Feb.	859	959	1,442	14.9	16.2	18.8	45.0	43.6	36.7
Mar.	646	851	1,301	11.0	15.0	16.7	49.0	45.1	38.2
Oct.-Mar.	4,353	6,153	7,848						
Apr.	606	675	1,244	9.7	11.3	16.1	46.0	52.9	38.2
May	486	552	1,118	8.3	8.8	14.7	51.5	58.1	40.7
Jun.	238	264	639	4.5	4.3	10.5	53.6	62.1	45.0
Oct.-Jun.	5,722	7,741	11,067						
Jul.	98	104	317	1.8	1.9	5.6	48.3	62.9	46.8
Aug.	68	66	175	1.3	1.4	3.0	48.5	56.7	46.6
Sep.	64	55	110	1.1	1.1	2.0	51.5	57.5	45.1
Season	5,967	7,977	11,697					42.5	36.5

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

Table 25.--Fresh grapefruit, California-Arizona: Consumer purchases, percentage of families buying, and average prices paid October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	1958-59	1957-58	1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1954-55/ 1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	2/	156	74	0.9	3.0	1.9	2/	80.7	102.1
Nov.	107	137	102	2.2	2.6	2.0	82.3	79.5	87.4
Dec.	197	201	163	3.0	2.8	3.4	83.8	69.1	73.0
Oct.-Dec.	384	535	388						
Jan.	200	226	198	2.8	3.3	3.0	80.8	67.0	71.3
Feb.	243	279	204	3.1	3.9	3.3	77.4	71.5	70.5
Mar.	239	281	209	3.1	3.9	3.3	78.4	71.7	71.8
Oct.-Mar.	1,129	1,390	1,052						
Apr.	239	283	200	3.2	4.3	3.1	81.9	79.5	71.4
May	216	258	178	3.1	4.8	2.8	93.1	92.0	78.0
Jun.	167	175	148	2.9	3.9	2.6	103.0	112.5	89.1
Oct.-Jun.	1,780	2,148	1,620						
Jul.	84	97	89	2.0	2.5	2.5	129.4	134.0	104.5
Aug.	91	76	82	2.4	2.0	2.4	119.3	143.7	115.0
Sep.	110	38	89	2.6	1.2	2.9	111.5	153.4	110.7
Season	2,092	2,376	1,902				84.3		81.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Too few purchases reported for analysis.

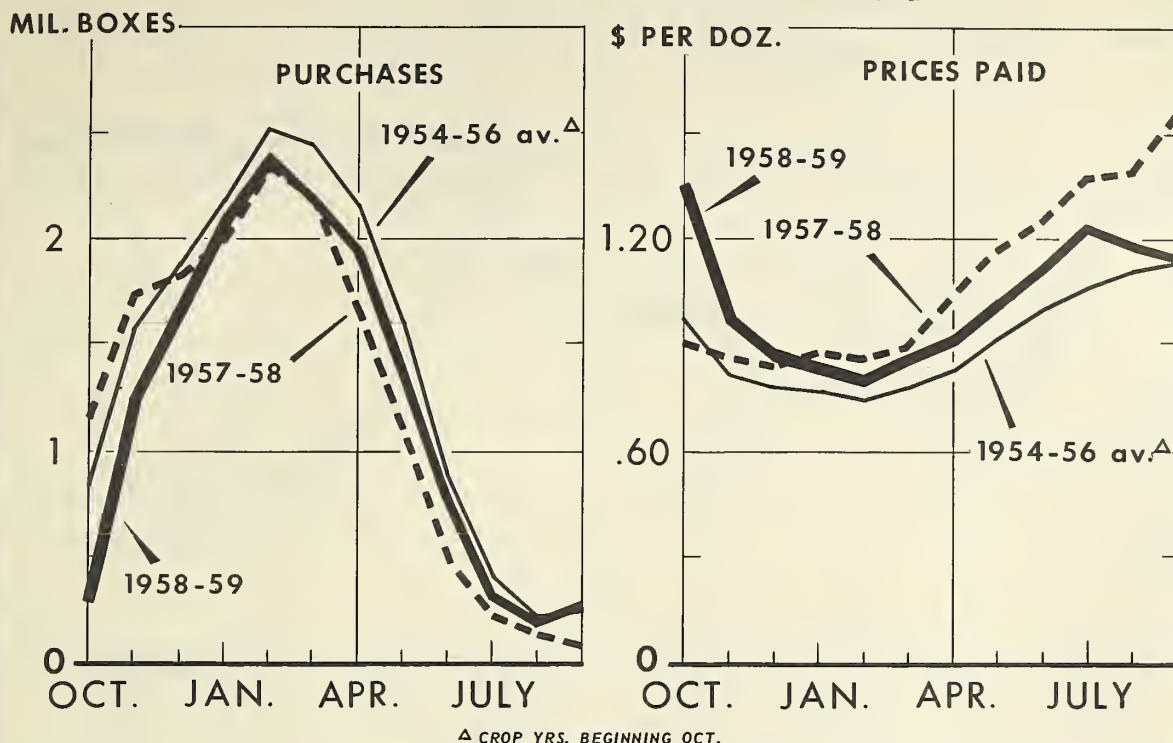
Table 26.--Fresh grapefruit, Florida: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	1958-59	1957-58	1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1954-55/ 1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	133	628	409	4.4	13.3	6.6	121.6	92.3	94.4
Nov.	690	1,066	920	13.4	17.0	15.8	98.9	87.5	82.8
Dec.	916	1,024	1,092	14.2	15.3	17.9	91.2	92.7	80.7
Oct.-Dec.	1,910	2,985	2,701						
Jan.	1,091	1,028	1,219	16.1	15.2	18.2	90.2	99.2	81.7
Feb.	1,300	1,137	1,442	17.4	17.0	19.7	85.3	97.1	78.4
Mar.	1,260	1,055	1,448	17.3	16.3	19.4	89.8	100.9	80.7
Oct.-Mar.	5,883	6,500	7,188						
Apr.	1,170	793	1,285	16.2	12.8	17.6	93.9	118.4	85.4
May	804	490	940	12.3	9.4	13.9	104.7	142.8	95.9
Jun.	384	135	462	7.1	3.3	8.5	116.3	148.8	105.6
Oct.-Jun.	8,306	7,987	10,055						
Jul.	146	36	169	2.9	1.1	3.8	116.8	150.4	108.6
Aug.	55	2/	65	1.1	.5	1.5	112.1	2/	111.1
Sep.	69	2/	76	1.7	.3	4.3	108.1	2/	112.0
Season	8,664	8,052	10,371				101.1		85.1

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Too few purchases reported for analysis.

# ALL FRESH GRAPEFRUIT

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 13

NEG. 6658 -59 (10) AGRICULTURAL MARKETING SERVICE

Table 27.--Fresh grapefruit, all areas: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

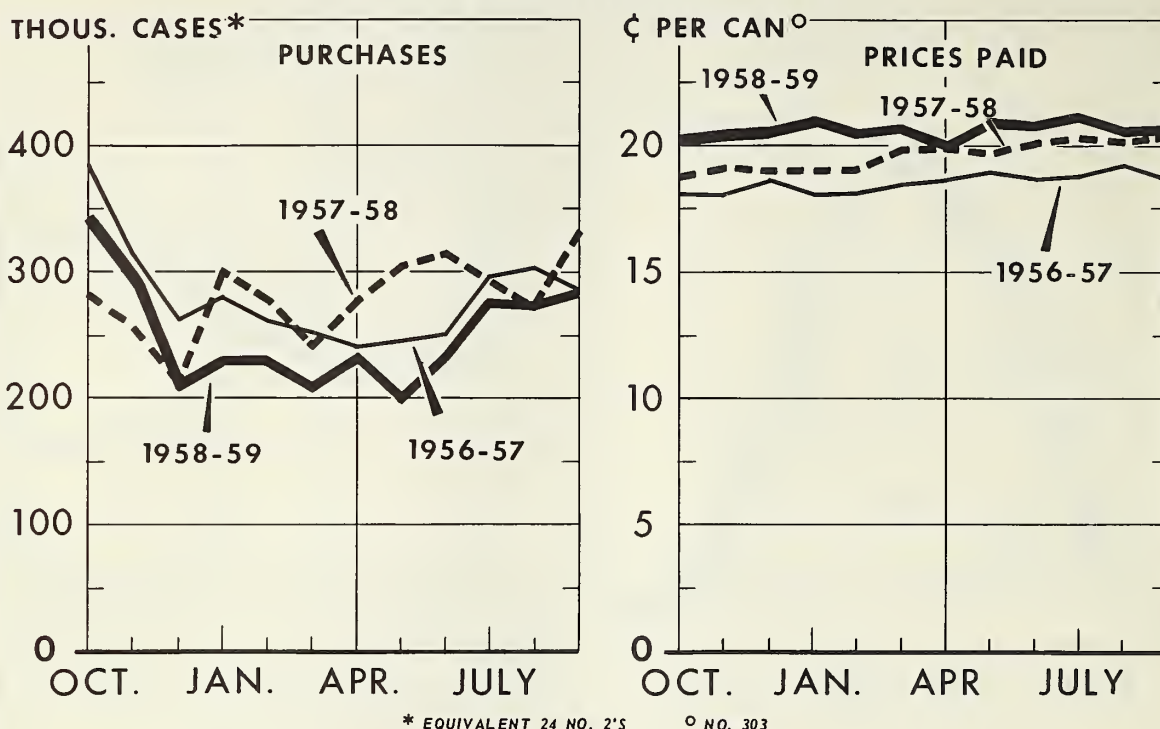
Period 1/	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
			1954-55/ 1956-57						1954-55/ 1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	291	1,152	827	9.0	22.7	12.8	134.0	90.8	96.8
Nov.	1,243	1,726	1,583	23.4	26.6	24.6	96.7	85.9	82.4
Dec.	1,664	1,825	1,889	25.0	24.8	27.9	87.8	83.8	78.5
Oct.-Dec.	3,543	5,146	4,787						
Jan.	2,105	2,000	2,199	28.4	27.7	29.8	83.6	88.5	77.4
Feb.	2,376	2,336	2,526	30.4	31.4	31.8	80.8	86.1	74.3
Mar.	2,178	2,193	2,440	28.2	30.1	30.9	86.1	89.6	77.7
Oct.-Mar.	10,749	12,266	12,619						
Apr.	1,958	1,638	2,153	26.6	23.7	28.4	91.2	103.0	82.1
May	1,383	1,085	1,587	20.1	18.4	22.4	101.4	116.6	91.5
Jun.	774	496	896	13.2	10.0	14.7	111.8	125.0	99.9
Oct.-Jun.	14,992	15,656	17,573						
Jul.	312	226	421	6.3	5.3	8.6	122.7	137.0	105.9
Aug.	200	137	225	4.3	3.3	5.2	118.8	138.2	111.4
Sep.	273	81	256	6.4	2.3	10.2	114.0	155.3	112.7
Season	15,961	16,128	18,519					94.0	83.0

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.



# CANNED GRAPEFRUIT SECTIONS

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 14

NEG. 6654-59 (10) AGRICULTURAL MARKETING SERVICE

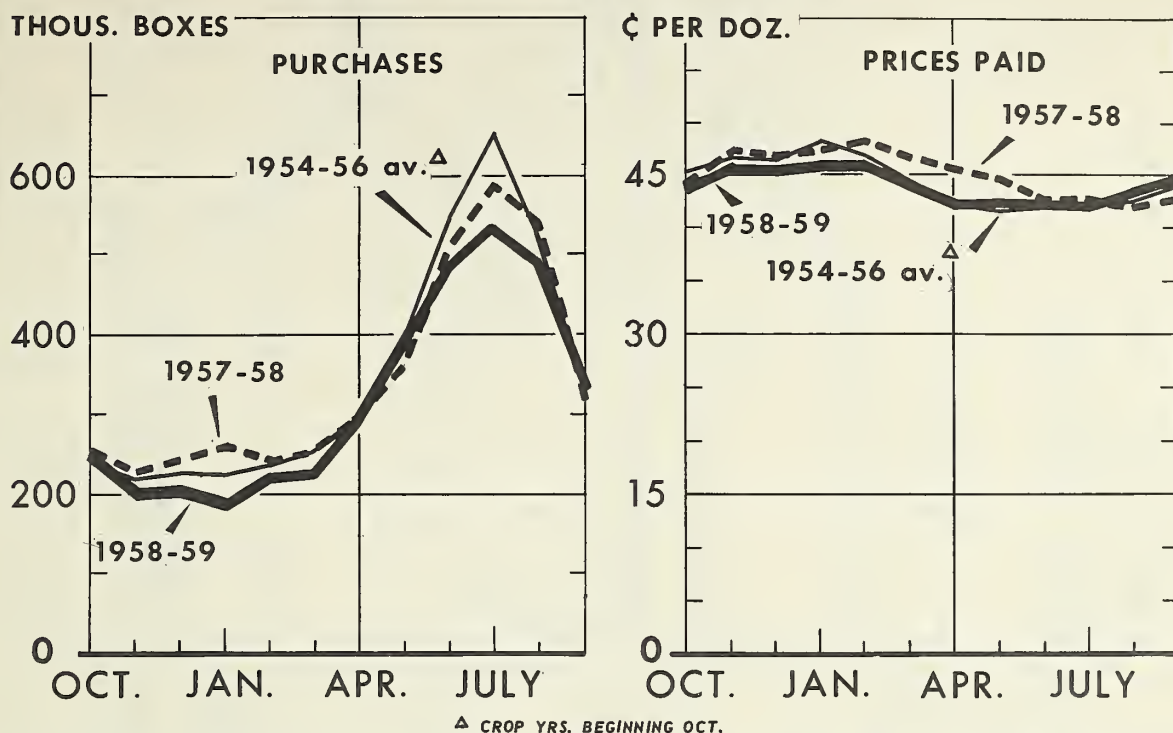
Table 28.--Canned grapefruit sections: Consumer purchases, percentage of families buying, and average prices paid, October 1956 to date

Period 1/	Purchases			Families buying			Prices paid per No. 303 can		
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	345	282	384	5.7	5.2	6.7	20.3	18.7	18.1
Nov.	289	256	313	5.5	4.8	5.6	20.4	19.1	18.0
Dec.	211	209	261	4.0	4.1	5.0	20.5	19.0	18.6
Oct.-Dec.	897	803	994						
Jan.	229	300	280	4.6	5.4	5.3	21.0	19.0	18.1
Feb.	230	279	260	4.1	5.3	5.0	20.4	19.0	18.1
Mar.	209	240	250	4.1	4.7	4.6	20.7	19.8	18.5
Oct.-Mar.	1,628	1,675	1,853						
Apr.	231	278	238	4.3	5.1	5.0	20.1	19.8	18.6
May	200	303	242	3.9	5.7	5.0	20.9	19.7	18.8
Jun.	233	312	248	3.9	5.8	4.6	20.7	20.1	18.6
Oct.-Jun.	2,152	2,649	2,638						
Jul.	276	292	296	4.4	4.7	5.3	21.1	20.2	18.7
Aug.	271	273	301	4.2	4.6	5.4	20.4	20.1	19.1
Sep.	283	331	285	4.7	5.4	5.1	20.6	20.3	18.7
Season	3,066	3,614	3,588					19.6	18.5

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...480 oz. per case.

# FRESH LEMONS

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 15

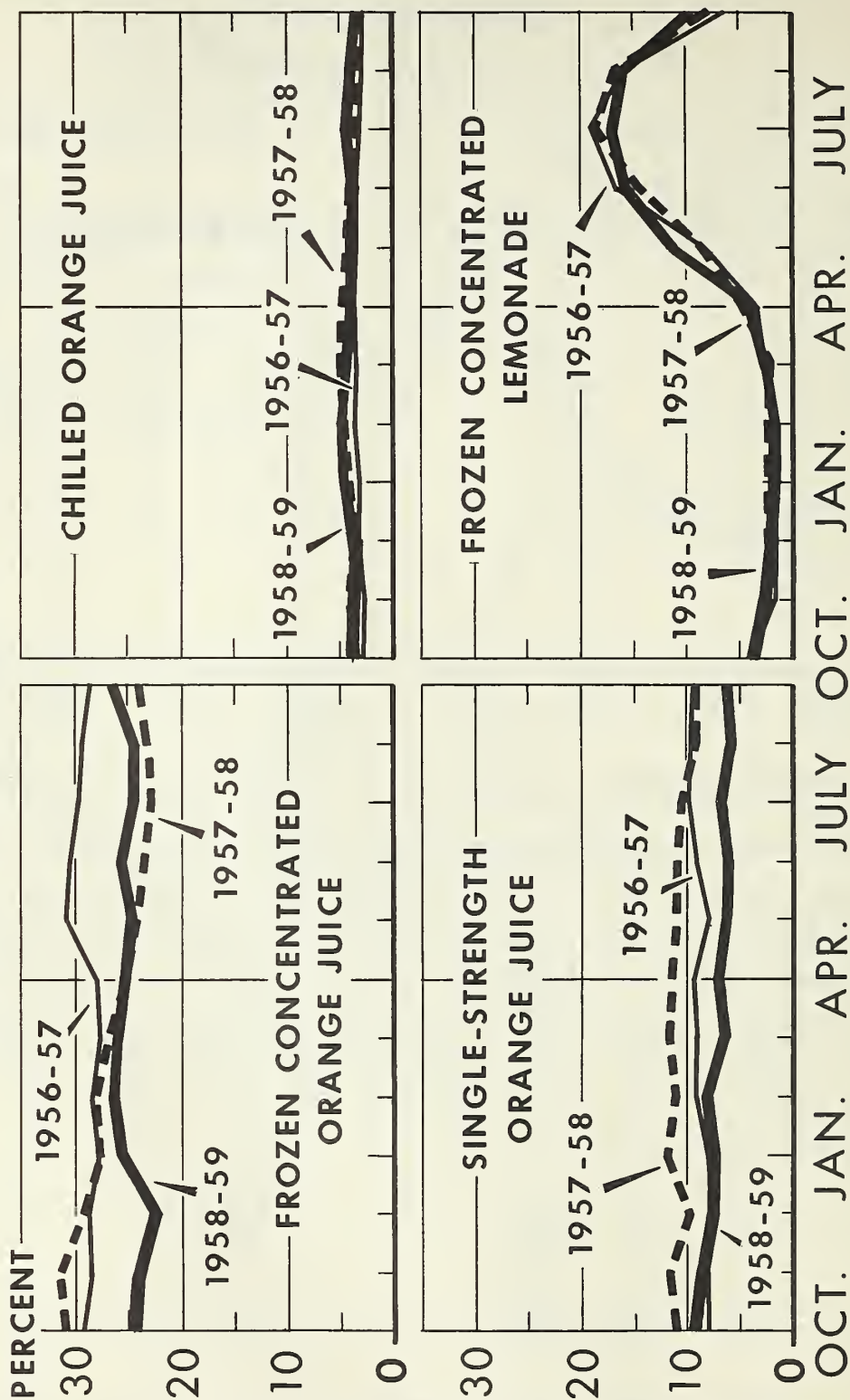
NEG. 6659-59 (10) AGRICULTURAL MARKETING SERVICE

Table 29.--Fresh lemons: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period <sup>1/</sup>	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	248	259	243	16.0	17.2	17.5	43.9	44.1	45.1
Nov.	201	226	221	14.6	16.0	17.2	45.2	47.1	46.6
Dec.	203	243	227	14.6	17.1	17.1	45.2	46.6	46.4
Oct.-Dec.	703	790	757						
Jan.	189	261	223	13.9	17.6	16.5	45.7	46.9	48.1
Feb.	220	242	238	15.1	18.0	17.2	45.7	47.8	46.4
Mar.	227	251	251	15.6	17.2	17.8	43.9	46.5	44.5
Oct.-Mar.	1,395	1,604	1,528						
Apr.	296	295	293	18.3	19.3	19.5	42.4	45.2	42.3
May	393	363	394	21.8	21.7	21.9	42.3	44.6	41.7
Jun.	484	508	544	24.4	25.8	29.6	42.3	42.7	42.0
Oct.-Jun.	2,746	2,888	2,867						
Jul.	530	585	653	25.3	29.3	30.4	42.2	42.7	42.3
Aug.	484	538	525	24.0	25.9	25.8	43.4	42.0	42.6
Sep.	335	317	324	18.8	18.6	19.5	44.9	42.8	44.0
Season	4,169	4,429	4,480					44.2	43.6

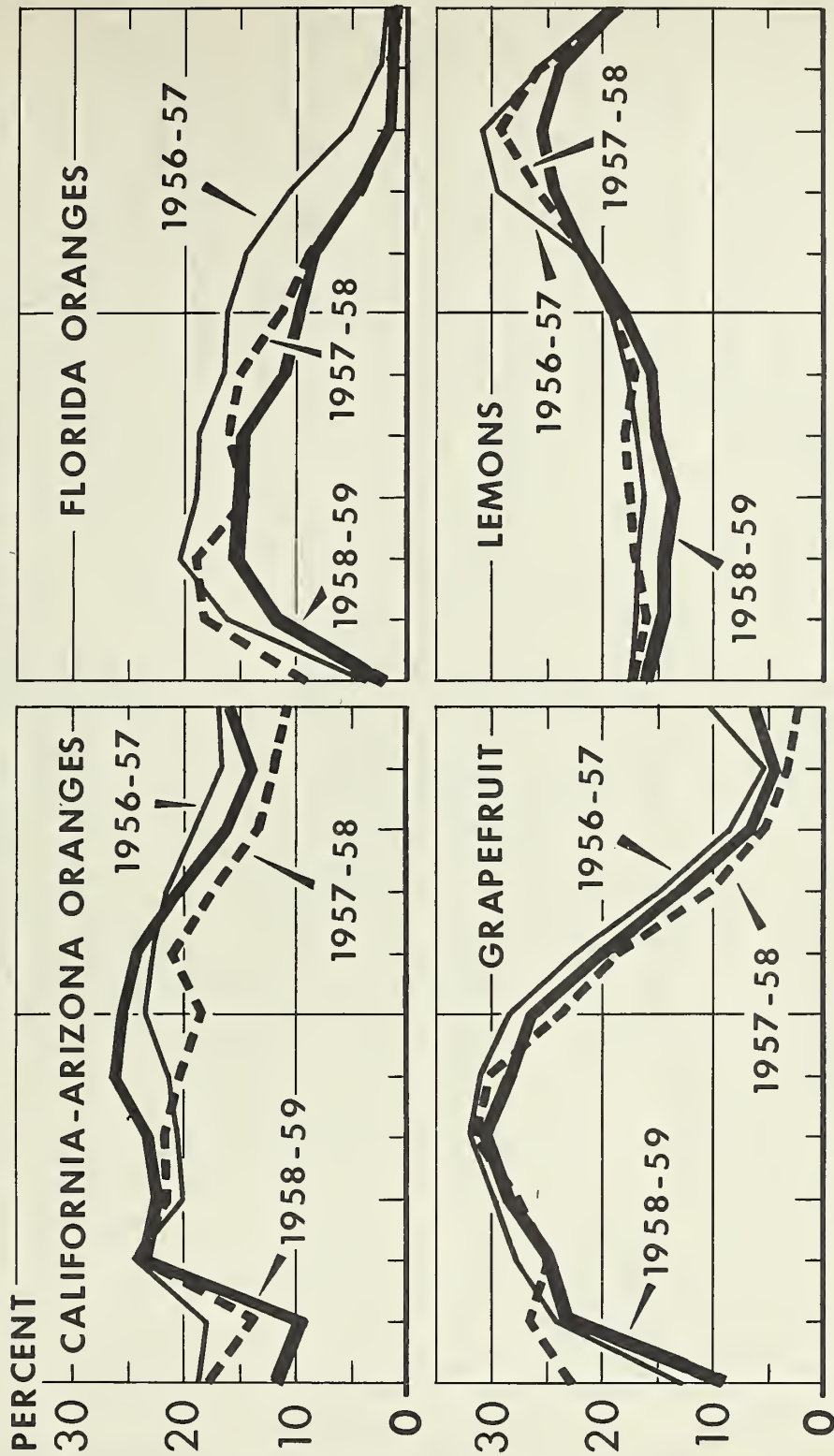
<sup>1/</sup> Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

# PERCENTAGE OF FAMILIES BUYING SELECTED CITRUS JUICES





# PERCENTAGE OF FAMILIES BUYING SELECTED FRESH CITRUS FRUITS



OCT. JAN. APR. JULY OCT. JAN. APR. JULY

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